LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
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New Players Lights 25's

'Count 'em. 25 for the price of 20.'

Kings & 100's
Also available in Menthol.

Count 'em.
25
of the finest
for the price of 20.

Kings: 10 mg "tar," 0.8 mg nicotine —
100's: 12 mg "tar," 0.8 mg nicotine av.
per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

Mfr's. suggested pricing based on full-price brands.

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